

Job Description – Amazon Marketplace specialist

POSITION: Amazon Marketplace specialist

REPORTS TO: Head Market Activation Services India

Job location: Bangalore | India

Educational Requirements: MBA in marketing with relevant industry experience.

Experience: Please do not apply if you do not have a minimum of 2 years' experience managing either Amazon Seller Central or Amazon Vendor Central accounts. This is a requirement.

NXT eCommerce Solutions (NXT eCOM) is part of the NXT GROUP OF COMPANIES an International Market Expansion Services provider that specializes in growing e-commerce sales for international FMCG brands and producers. We have 10+ years in expanding the international market reach of our brand partners and we are growing rapidly! We are seeking to immediately hire a qualified Amazon Market Place specialist at our office in Bangalore India.

NXT eCOM is an excellent opportunity to start a solid long-term career within an ambitious company. In order to be considered for the position, you must have a minimum of two years' experience managing Amazon Seller or Vendor Accounts.

The Perfect Candidate:

You are a focused, driven individual who is a team player and experienced to fulfill a role in a project team. You possess the blend of keen online sales & marketing knowledge and solid technical skills. You have a passion for statistical data analyses, and you utilize your talents to monitor, develop and optimize product listings and online campaigns. You understand how to drive profitable online sales on Amazon and maximize the returns for our brand partners.

If this sounds like you, PLEASE keep reading!

What you'll be doing:

- Daily monitoring and analyses of all sales results and advertising campaigns.
- Create new product listings and periodically adjust and improve existing product listings.
- Implement Amazon FBA and Amazon Prime listings strategies for the most suitable products.
- Analyzing revenue, campaign performance, ACoS, daily ad spend, etc.
- Challenge yourself and your colleagues within the project team(s) to grow the online sales results.

Essential duties and responsibilities:

- Managing product listings on Amazon, including planning and creating paid search campaigns.
- Optimize products to e-commerce marketplace channels such as Amazon, Flipkart, and Snapdeal.
- Conduct keyword research, analysis and keyword expansion for our clients.
- Set up shipping and tax calculations on Amazon.
- Learn and understand our client's business and competition.
- Create and manage brand pages on Amazon with a strong focus on content, key words and search words.
- Manage product ads on Amazon and potentially other marketplaces such as Flipkart, Snapdeal, and others.
- Ability to understand our online sales targets and being able to meet those targets with the right online actions.
- Make plans within your digital marketing colleagues on how to generate more sales transactions and customer reviews.

- Assist with other special projects within the e-commerce team, not limited to Amazon.
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Key competencies:

- Detail & deadline oriented
- Fast Self-learner and analytical thinker
- Ability to work in a high-energy, fast paced environment with teamwork.
- Ability to manage multiple projects
- Technical competency

Must-haves:

- Preferred MBA in marketing with 2+ years' experience with marketplaces
- Skilled at PPC optimization techniques
- Proficient using the latest versions of Microsoft Word, Excel, PowerPoint; email and web searches.
- Knowledge of HTML and CSS
- Experience in data analyses, performance trends etc
- Excellent verbal, written and communication skills.
- You must be extremely organized and be able to handle multiple tasks at once.

To be successful in this role one must already be working within a Marketplace/E-commerce position ideally within a retail, manufacturing business. You will have demonstrable experience dealing with multiple online marketplace platforms and have experience in running successful digital marketing campaigns. If you're a sales focused individual with the ability to manage multiple projects and thrive on working in a fast-paced working environment share your resumes to Amruta Shanbhag - a.shanbhag@nxt-group.com.